

WDAF - TV - Issue Ad Public File Checklist

1. CROSSROADS GPS
Name of Sponsoring Organization
2. Accepted: ☒ Rejected: ☐ (mark one)
3. Class of Time: ISSUE
4. 8/15 - 8/21
Flight dates and times
5. SEE ORDER
Rate charged
6. US SENATE RACE
Description of Issue
6. 1404 NEW YORK AVE NW WASHINGTON DC 20005
Address of Sponsoring Organization
7. 703-989-6167 _____
Telephone Number of Sponsoring Organization Email Address
8. _____
Sponsor's Officers/Directors/Executive Committee
- TERE LAM GPS
- MARJORIE CLARK TIPS
9. _____
Description of substantiation provided (if any)
10. Proper Sponsorship Identification: Yes ☒ No ☐
- [Signature] 8/14
Name Date



WDAF-TV

ORDER

Print Date 08/14/12 Page 1 of 9

Flight Dates 08/15/12-08/21/12

Contract / Revision 568130 /

Original Date / Revision

08/14/12 08/14/12

Advertiser Crossroads GPS

Agency Crossroads Media, LLC.

Buying Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Product

Crossroads GPS

Agency Com 15%

Billing Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 888

Alt Order # 09791979

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLI POL

Product Codes PL2A

Priority 1

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive Order% Start Date End Date

Dan Driscoll 100%

Order Share 27% Market Value 128981

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	24%	30955
KCWE	%	0
KMBC	25%	32245
KMCI	%	0
KPXE	%	0
KSHB	24%	30955
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	76	\$29,601.25	\$34,825.00	0.00	07/30/12	08/21/12	76	\$29,601.25	\$34,825.00
Totals	76	\$29,601.25	\$34,825.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	08/15/12	08/15/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	--W----	:30	1	\$250.00	2	0.00	NM	1	\$250.00
FOX 4 NEWS AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W----	1		\$250.00		0.00						
E 2	4	08/16/12	08/16/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	---T---	:30	1	\$250.00	2	0.00	NM	1	\$250.00
FOX 4 NEWS AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	---T---	1		\$250.00		0.00						
E 3	4	08/17/12	08/17/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	----F--	:30	1	\$250.00	2	0.00	NM	1	\$250.00
FOX 4 NEWS AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----F--	1		\$250.00		0.00						

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	4	08/20/12	08/20/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	M-----	:30	1	\$250.00	2	0.00	NM	1	\$250.00
FOX 4 NEWS AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	M-----	1		\$250.00		0.00						
E 5	4	08/21/12	08/21/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	-T-----	:30	1	\$250.00	2	0.00	NM	1	\$250.00
FOX 4 NEWS AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-T-----	1		\$250.00		0.00						
E 6	4	08/16/12	08/16/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---T---	:30	1	\$450.00	1	0.00	NM	1	\$450.00
FOX 4 NEWS AT 530A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	---T---	1		\$450.00		0.00						
E 7	4	08/17/12	08/17/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	----F--	:30	1	\$450.00	1	0.00	NM	1	\$450.00
FOX 4 NEWS AT 530A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----F--	1		\$450.00		0.00						
E 8	4	08/21/12	08/21/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	-T-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
FOX 4 NEWS AT 530A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-T-----	1		\$450.00		0.00						
E 9	4	08/15/12	08/15/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--W----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FOX 4 NEWS AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W----	1		\$450.00		0.00						
E 10	4	08/16/12	08/16/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---T---	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FOX 4 NEWS AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	---T---	1		\$450.00		0.00						
E 11	4	08/17/12	08/17/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----F--	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FOX 4 NEWS AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----F--	1		\$450.00		0.00						
E 12	4	08/20/12	08/20/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FOX 4 NEWS AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	M-----	1		\$450.00		0.00						
E 13	4	08/21/12	08/21/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-T-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FOX 4 NEWS AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-T-----	1		\$450.00		0.00						
E 14	4	08/15/12	08/15/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	--W----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FOX 4 NEWS															

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 24	4	08/15/12	08/15/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$150.00	2	0.00	NM	1	\$150.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----					1	\$150.00		0.00			
E 25	4	08/16/12	08/18/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$150.00	2	0.00	NM	1	\$150.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---					1	\$150.00		0.00			
E 26	4	08/17/12	08/17/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$150.00	2	0.00	NM	1	\$150.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--					1	\$150.00		0.00			
E 27	4	08/20/12	08/20/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$150.00	2	0.00	NM	1	\$150.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					1	\$150.00		0.00			
E 28	4	08/21/12	08/21/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T-----	:30	1	\$150.00	2	0.00	NM	1	\$150.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----					1	\$150.00		0.00			
E 29	4	08/15/12	08/15/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
FOX 4 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----					1	\$225.00		0.00			
E 30	4	08/16/12	08/16/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---T---	:30	1	\$225.00	2	0.00	NM	1	\$225.00
FOX 4 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---					1	\$225.00		0.00			
E 31	4	08/17/12	08/17/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$225.00	2	0.00	NM	1	\$225.00
FOX 4 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--					1	\$225.00		0.00			
E 32	4	08/20/12	08/20/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
FOX 4 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					1	\$225.00		0.00			
E 33	4	08/21/12	08/21/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-T-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
FOX 4 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----					1	\$225.00		0.00			
E 34	4	08/15/12	08/15/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	--W----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FOX 4 NEWS															

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Contract / Revision 568130 Flight Dates 08/15/12-08/21/12

Original Date / Revision 08/14/12/ 08/14/12

Advertiser **Crossroads GPS**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 54	4	08/15/12	08/15/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--W----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W----	1		\$750.00		0.00						
E 55	4	08/16/12	08/16/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	---T---	:30	1	\$750.00	2	0.00	NM	1	\$750.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	---T---	1		\$750.00		0.00						
E 56	4	08/17/12	08/17/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$750.00	2	0.00	NM	1	\$750.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----F--	1		\$750.00		0.00						
E 57	4	08/20/12	08/20/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	M-----	1		\$750.00		0.00						
E 58	4	08/21/12	08/21/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-T-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-T-----	1		\$750.00		0.00						
E 59	4	08/15/12	08/15/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	--W----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W----	1		\$750.00		0.00						
E 60	4	08/16/12	08/16/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	---T---	:30	1	\$750.00	2	0.00	NM	1	\$750.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	---T---	1		\$750.00		0.00						
E 61	4	08/17/12	08/17/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	----F--	:30	1	\$750.00	2	0.00	NM	1	\$750.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----F--	1		\$750.00		0.00						
E 62	4	08/21/12	08/21/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	-T-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-T-----	1		\$750.00		0.00						
E 63	4	08/16/12	08/16/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	---T---	:30	1	\$750.00	2	0.00	NM	1	\$750.00
FOX 4 NEWS AT 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	---T---	1		\$750.00		0.00						
E 64	4	08/17/12	08/17/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	----F--	:30	1	\$750.00	2	0.00	NM	1	\$750.00
FOX 4 NEWS AT 10P															



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Contract / Revision **568130** Flight Dates **08/15/12-08/21/12**

Hiatus Dates

Original Date / Revision 08/14/12/ 08/14/12

Order Sep 00:15:00

Advertiser **Crossroads GPS**

Product **Crossroads GPS**

Estimate # **888**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 74	4	08/18/12	08/18/12	Sa 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-----S-	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S-	1		\$450.00		0.00						
E 75	4	08/19/12	08/19/12	FOX News Sunday FOX News Sunday	CM-All	9a-10a	-----S	:30	1	\$150.00	2	0.00	NM	1	\$150.00
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S	1		\$150.00		0.00						
E 76	4	08/19/12	08/19/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p	-----S	:30	1	\$375.00	2	0.00	NM	1	\$375.00
FOX 4 NEWS AT 1030P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S	1		\$375.00		0.00						
Totals														76	\$34,825.00